NATIONAL LIBRARY OF MEDICINE
NEWS

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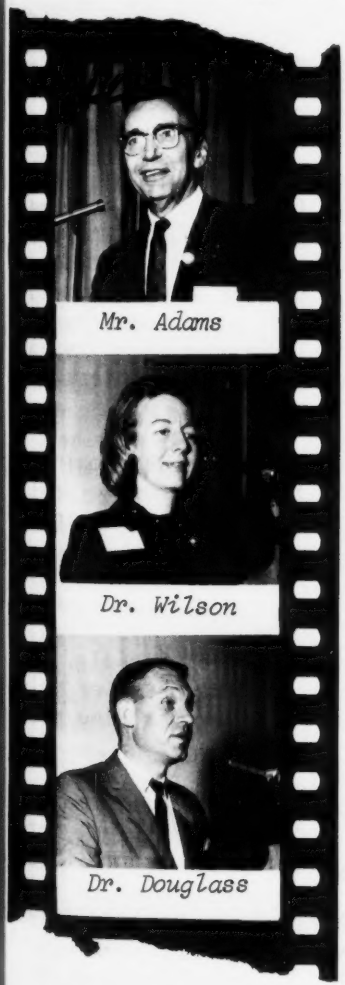
Deputy Director Becomes New MLA President

With an inaugural address on "Medical Libraries and Federal Assistance," NLM Deputy Director Scott Adams took office on June 16 as the new President of the Medical Library Association, during the closing session of the Association's 66th Annual Meeting, in Miami.



Organized in 1898 to foster the growth of medical libraries and librarianship, the MLA has grown to over 2,000 members, including many in foreign countries. In addition to initiating standards for the education of medical librarians and providing certification at various professional levels, the MLA maintains an active publication program and offers consultation services to medical schools, hospitals, and other organizations.

Other officers for 1967/68 are: Vice-President (President-Elect), Mrs. Jacqueline W. Felter, Acting Director, Medical Library Center of New York; Secretary, Miss Genevieve Cole, Librarian, Treadwell Library, Massachusetts General Hospital, Boston; and Treasurer, Mr. Earl C. Graham, Librarian, National Society for Crippled Children and Adults, Chicago.

A session at the meeting on "Implications of Regional Library Planning" was chaired by Marjorie P. Wilson, M.D., NLM's Associate Director for Extramural Programs, and included a talk by Carl D. Douglass, Ph.D., Chief, Facilities and Resources Division, EMP, on "Regional Medical Library Grant Program of NLM."

One of the Library's newest programs was described in detail, with accompanying films, by James Lieberman, D.V.M., Associate Director of NLM, and Director of the National Medical Audiovisual Center in Atlanta (see page 6). The session at which he presided was focussed on "Librarianship and the Newer Media."

Mr. Adams presided over another session entitled, "Evolving Educational Objectives," in which the topics of "The Library School," "The Librarian and the Scientist," and "A Philosophy of Continuing Education" were considered by various speakers.

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National Libraries to Coordinate Automation

To speed the flow of research information to the Nation's libraries and to the scholars and researchers who use them, the three national libraries are embarking upon a major coordinated program of library automation.

Joint announcement of the new program was made at the 86th meeting of the American Library Association in San Francisco, June 26, by Dr. L. Quincy Mumford, Librarian of Congress, Martin M. Cummings, M.D., NLM Director, and Dr. Foster E. Mohrhardt, Director, National Agricultural Library, and President of the ALA.

The three libraries will adopt common goals as each proceeds to automate, with the ultimate purpose of improving access to the world's literature in all areas of human concern and scholarship. Among the common goals agreed upon are the development of a national data bank of machine-readable catalog information, to be located in and provided to other libraries by the Library of Congress, and a national data bank of machine-readable information on the location of hundreds of thousands of serial titles held by American research libraries. The latter would provide a computer-based system to aid scientists and other scholars anywhere in the United States in locating needed publications.

Dr. Mumford explained that a centralized pool of machine-readable cataloging data will be located at the Library of Congress as a central resource for all libraries. The store will be built on the extensive computerized cataloging activities undertaken and planned by the cooperating Federal libraries.

As an immediate step toward the achievement of the national data bank of serials information, Dr. Mohrhardt identified the sponsorship by the three libraries of a program proposed by the Joint Committee on the Union List of Serials. The three libraries have already moved toward implementing the first phase of this proposal, which calls for standardization of data, a user survey, and the preliminary design of a national system.

Dr. Cummings pointed out that the national data bank of cataloging information could also be used as the basis for producing indexes and bibliographies, both general and special, either in book form or on catalog cards, for other libraries.

A high priority in the cooperative program is the attainment of compatibility of the several authority lists of subject headings now used by the three libraries.

The experiences of the Library of Congress with its computer-based MARC (Machine-Readable Cataloging) project, the National Library of Medicine with its MEDLARS (Medical Literature Analysis and Retrieval System) and the National Agricultural Library's automation system studies, should facilitate the implementation of the major cooperative undertaking.

To identify problems and to make recommendations on cooperative programs, a task force representing the three libraries has been named. The members are: Bella E. Shachtman, Assistant Director of Technical Services, NAL; James P. Riley, Chief, Technical Services Division, NLM; and Stephen R. Salmon, Executive Officer of the Processing Department, Library of Congress.

It is expected that the national resources to be created by this cooperation will go a long way toward coping with the problems created by the much discussed "information explosion," and that the automated system, when shared with the nation's public and private libraries, will provide faster and more efficient access to research information.

First Regional Medical Library Named

The Francis A. Countway Library of Medicine, serving the Harvard Medical School and the Boston Medical Society, will become the Nation's first Regional Medical Library. The enabling grant of $104,872 was announced by NLM Director Martin M. Cummings, M.D., addressing the Association of Research Libraries during the ALA meeting in San Francisco, on June 28.

The grant, which is made by PHS Surgeon General William H. Stewart, M.D., is the first regional medical library grant to be awarded under the authority of the Medical Library Assistance Act of 1965 (Public Law 89-291). It will be used to expedite the flow of biomedical information through local medical libraries to practitioners, researchers, and educators in the New England region - Maine, Vermont, New Hampshire, Rhode Island, and Connecticut. The Harvard MEDLARS Station, which now conducts computer searches of the biomedical journal literature using NLM-produced MEDLARS tapes, will become an integral part of the Regional Medical Library.

From left: NLM's Dr. Douglass, Dr. Wilson, and Countway's Mr. Ralph Esterquest at the MLA meeting in Miami, June 1967

It is expected that there will be six or seven Regional Medical Libraries operating by 1970, according to Dr. Cummings who stated, "if they are successful, 25 to 30 regional institutions serving health professionals through local libraries in the respective geographic areas may be supported."

Regents Meet

The Board of Regents of the National Library of Medicine assembled for its twenty-seventh meeting on June 15 and 16 at the Library, with Chairman Dr. William N. Hubbard, Jr., presiding.

Mr. Alfred R. Zipf, Executive Vice-President of the Bank of America, San Francisco, and new Regent, was welcomed to his first meeting.

The opening session included a presentation by Colonel Andrew Aines on the activities of COSATI (Committee on Scientific and Technical Information of the Office of Science and Technology), and a status report by Dr. Joseph Leiter, Associate Director for Intramural Programs, on planning for the second-generation MEDLARS.

Mr. Samuel T. Waters, Chief, Reference Services Division, discussed copyright problems (see *NLM News*, May and June, 1967), with additional comments from Mr. Bernard Feiner, of HEW's Office of General Counsel.

Dr. Ruth M. Davis, Associate Director for Research and Development, presented a report entitled, "The Research and Development Program in Biomedical Communications of the National Library of Medicine."

During the Regents' dinner on the evening of June 15, NLM Director Martin M. Cummings, M.D., presented certificates of appreciation to retiring members Dr. Russell A. Dixon, Dean Emeritus of Howard University School of Dentistry; Dr. Herman H. Fussler, Director, University of Chicago Library; and Dr. Hubbard. Since this marked the termination of his chairmanship of the Board, Dr. Hubbard also received a walnut gavel.

Dr. Hubbard receives certificate of appreciation from Dr. Cummings

Regent William B. Bean, M.D., Professor and Chairman, Department of Internal Medicine, State University of Iowa College of Medicine, then regaled his fellow members with an address on "Osler, The Myth and the Man."

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On June 16, the Regents reconvened as the National Medical Libraries Assistance Advisory Board to consider pending applications for support under the Medical Library Assistance Act of 1965 (Public Law 89-291).

NLM Exec Cited

Special recognition has been accorded Mr. James D. Isbister, Executive Officer of the Public Health Service's National Library of Medicine, by the William A. Jump Memorial Committee. The Committee annually honors outstanding Federal Government employees under 37 years of age in the field of public administration.

The award was presented by Martin M. Cummings, M.D., Director of the Library, during the June meeting of the Board of Regents.

Mr. Isbister, who is 30 years old, began his Federal career with the U.S. Department of Health, Education, and Welfare in 1961. He was the Department's nominee to the Award Committee, and was cited for his superior performance in helping to guide the world's largest biomedical library through a fifteen-month period of "growth and attendant administrative complexity" greater than that of any comparable period in the Library's long history. The impact of new programs initiated since Mr. Isbister's appointment is reflected in the growth of the Library's appropriations from less than four million dollars in fiscal year 1965 to more than 20 million in fiscal year 1967.

A native of Michigan, Mr. Isbister studied political science and public administration at the University of Michigan and received a degree with honors from that institution in 1958.

Part of NLM Collection to be Shifted

To provide special handling and improved security for a more substantial portion of the Library's old and rare books, the "cut-off" date for material in the History of Medicine Division is being advanced from 1800 to 1870. All works printed in 1870 or earlier, and many additional pamphlets and theses of the late 19th and early 20th centuries, are being transferred from the General Collection to HMD.

The History of Medicine Division will also continue to hold and service the Library's manuscript, oral history, and prints and photographs collections, as well as selected monographs published after 1870.

The books will be transferred this month. In the course of the move, there may be some delays in interlibrary loan and reader services for this material. After July, however, interlibrary loan requests for pre-1871 works will receive more prompt attention if they are addressed directly to the History of Medicine Division.

Ruth

Serial Titles on Microfilm Now Listed

Now available at six dollars per reel from the Library are a group of forty-eight serial titles, with publication dates ranging from 1841 through 1938. None of these materials is covered by copyright.

To obtain a copy of the recently-issued "Selected List of Titles on Microfilm at the National Library of Medicine," write to the Reference Services Division, National Library of Medicine, 8600 Rockville Pike, Bethesda, Maryland 20014.

Personnel

Malcolm S. Ferguson, Ph.D., has been appointed Audiovisual Consultant in the Office of the Assistant to the Director for Information and Publications. He will be concerned with the development of plans for the evaluation of audiovisuals, as well as assisting in the expansion of the Library's in-house audiovisual capability.

Dr. Ferguson has had long experience with medical audiovisuals, with the U. S. Army in World War II, and since with the Public Health Service. In 1947, he joined the Communicable Disease Center, where he produced a number of films. Before joining NLM, he served as Chief of the Medical Arts and Photography Branch at the National Institutes of Health.

Dr. Ferguson received B.A. and M.A. degrees in zoology from the University of Western Ontario, and the Ph.D. in parasitology from the University of Illinois.

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Newly appointed Acting Chief of NLM's Information Systems Division is Allan P. Doris, most recently Supervisory Digital Computer Systems Analyst in the Information Systems Division Research and Development Section. Mr. Doris succeeds Paul C. Redmer, who resigned as ISD Chief in mid-June to take a position with the National Agricultural Library.

NLM PROGRAM REPORT NO. 5 - National Medical Audiovisual Center

by James Lieberman, D.V.M.

Dr. Lieberman, a Career Officer in the Public Health Service, is Director of the National Medical Audiovisual Center in Atlanta, Georgia, and an Associate Director of NLM. Dr. Lieberman attended Cornell University and received the D.V.M. from Middlesex School of Veterinary Medicine, Waltham, Mass. He later earned a Master's degree in public health. He was commissioned in the Public Health Service in 1948. In 1965, he was awarded the PHS Meritorious Service Medal for his outstanding professional leadership; in 1966, the Fulton County Medical Society awarded him a special certificate of

appreciation. Dr. Lieberman holds office and membership in many professional organizations devoted to communication and biomedical fields, and has authored several volumes in these specialties.

Biomedical scientists are faced with a vast backlog of information which must be recorded and transmitted as rapidly and efficiently as possible. A logical combination of the printed word, sound, and visual image is essential if this backlog is to be broken in an effort to improve health care throughout the world.

The Surgeon General announced such a combination on May 27, 1967, when he disclosed a significant merger of activities within the Public Health Service. On July 1, the Public Health Service Audiovisual Facility was renamed the National Medical Audiovisual Center and established as a component of the National Library of Medicine.

For the past 25 years, the Center has pioneered in production, acquisition, and distribution of audiovisual material to the health professions and students of the health sciences throughout the world.

The Center brings to the National Library of Medicine an international reputation for innovation in the use of electronics media for teaching medicine and the allied professions. As the largest medical audiovisual center in the world, it provides a range of services and resources which are having major impact on the nature of future biomedical education and information exchange programs.

The National Medical Audiovisual Center plans, directs, conducts, and coordinates a national program in biomedical audiovisual communication. These responsibilities are accomplished through production of TV programs, motion pictures, slides, exhibits, audio tapes, and other materials related directly to biomedical education and communication; distribution of films and other audiovisuals throughout the world; educational research in effectiveness and use of specific audiovisuals in given areas; comprehensive international cataloging and information retrieval; facilities planning consultation; communications consultation; cooperative efforts with schools of the health professions; and a continuing dialogue with all areas of the biomedical community.

At present, the NMAC is organized into six major programs--Motion Picture and Television; Graphic and Photographic Arts; Educational Studies and Development; Audiovisual Systems Planning; Acquisition, Retention, and Distribution; and Cataloging and Special Reference.

On May 27 of this year, the Center inaugurated and dedicated the Nation's first community-wide Medical Television System, using the new 2500 mHz bandwidth set aside by the Federal Communications Commission for instructional television.

The system links NMAC with Emory University Medical School and Hospital; Grady Memorial Hospital (the Emory University Medical School Teaching Hospital); the

Georgia Department of Public Health; the Georgia Mental Health Institute; the Veterans Administration Hospital; Crawford Long Hospital; and Georgia Baptist Hospital, all of Atlanta.

During initial phases of the system's operation, NMAC is providing equipment and personnel to operate the system, but following an initial demonstration stage, it will be community-operated by a Council composed of representatives from each of the participating agencies.

Early broadcasts have already featured Dr. Paul Dudley White, and Dr. Michael DeBakey addressing cardiology courses at Grady Hospital; also programs on "Neoplastic Chemotherapy," Handling of Esophageal Carcinoma," and the process of intrauterine transfusion for correction of Rh factor disturbances in the fetus.

To help meet the critical demand for trained biomedical communicators who are needed to direct planned programs in the Nation's schools of the health professions, the Center has been working toward the development of a Graduate Degree Program in Biomedical Communication. Through a consortium of institutions, including Tulane University's Schools of Medicine and Business Administration, Georgia Institute of Technology School of Information Science, Emory University School of Medicine, University of Nebraska College of Medicine and School of Journalism, and the National Library of Medicine, the program will graduate students with the degree of Master of Medical Science (M.M.S.) in Biomedical Communication. More than 100 applications were received for the first year's program from graduates of acceptable schools of medicine, dentistry, veterinary medicine and nursing; graduates of other doctoral programs in biomedical specialty areas, education, and the behavioral sciences and others. The program will begin in September and will be partially supported by a PHS grant under the Medical Library Assistance Act.

With expansion of the Public Health Service Audiovisual Facility into the National Medical Audiovisual Center, and its alliance with the National Library of Medicine, a major step has been taken toward fulfillment of communications objectives in the 1964 Report of the President's Commission on Heart Disease, Cancer and Stroke. This step is the first of many to follow which ally the printed word and electronic communications technology in a campaign for improved global health.

Dean Arthur Richardson, Emory University Medical School; Dr. James Lieberman; and Dr. J. Willis Hurst, Professor and Chairman, Department of Medicine, Emory University Medical School, originators of Community Medical Television in Atlanta.